UNCW CAMERON SCHOOL OF BUSINESS

Fall 1999

Cameron Executive Lectures Move Into High Gear in November

At 10 a.m. on Thursday, November 4, 1999, Mr. Alan T. Dickson, chairman of the board of Ruddick Corporation, will deliver an executive lecture entitled "Today's Successful Supermarket" at the UNCW Cameron School of Business in Cameron Hall Auditorium.

Ruddick Corporation, which Mr. Dickson leads, is headquartered in Charlotte, NC, and is the publicly held parent company of Harris Teeter and American & Efird. It employs over 21,000 people, has annual sales in excess of $2.5 billion and has a market capitalization of about $870 million. Harris Teeter is a 150-store regional supermarket chain in the southeastern United States, generally known for its clean stores, customer service, quality food and selection of products. American & Efird is a leading manufacturer and distributor of sewing thread for the worldwide industrial and consumer markets with 13 plants in North Carolina and 7 in China.

In addition to his involvement with numerous community and charitable activities, Mr. Dickson is a member of the board of directors for Bank of America, Lance, Inc., Sonoco Products and Bassett Furniture. As a result of all these activities, Mr. Dickson is widely regarded as one of the most influential business leaders in the Carolinas.

At 4 p.m. on November 18, Mr. William R. Johnston, president of the New York Stock Exchange (NYSE), will deliver an executive lecture entitled "Future Innovations in the Public Securities Markets." This lecture will take place in the UNCW Warwick Center Ballroom. The NYSE is the world's largest public securities market and as its president, Mr. Johnston maintains a high profile with the press and

continued on back page

From Dean Rockness

Dean Rockness

As you can see, our newsletter format has returned to its usual appearance now that our twentieth anniversary celebration is a fond memory. We were very pleased with the involvement of our entire community – faculty, staff, alumni, students and business friends – in our yearlong celebration. It was great to see and talk with old friends and to make new ones.

Our twentieth academic year was memorable for many reasons, including raising almost $300,000 to support our various quality programs. It is very gratifying to all of us associated with the Cameron School of Business to see this level of support. In this newsletter, we have listed the names of donors whose contributions during Cameron's twentieth anniversary year were not received in time to be included in the spring 1999 newsletter. With ongoing intellectual and financial support from our entire community, I am certain we will continue to be a leading quality business school in this region.

As we approach the new century, we will, as in the past, keep focused on the basics of our mission and vision so that our students, their parents, our alumni and our business friends can be assured of a continued high quality business education program.

A Woman Who Leads By Doing

Our New Associate Dean, Dr. Rebecca Porterfield

Dr. Rebecca Porterfield

In June 1999, Dr. Rebecca Porterfield (or Becky as she is known to her friends) became the associate dean of the Cameron School of Business. She succeeded Dr. Vincent Howe who elected to return to his full-time faculty role in the department of management and marketing. As the associate dean, Dr. Porterfield will function much like a chief operating officer of a business.

To many observers of the Cameron school scene, her appointment was not a big surprise. Two years ago, she was featured in the fall 1997 issue of our newsletter as "a women who leads by doing." Since then, she has continued to do just that and is considered by most observers to be a natural for her new job.

Just prior to becoming the associate dean, Dr. Porterfield was the chairperson of the department of management and marketing, the largest department in the Cameron School of Business. In 1998, along with Dr. Sheila Adams, she led the development of our innovative international business program in a transatlantic alliance with four European business schools and two other U.S. business schools. She became the director of our MBA program shortly after joining the faculty in 1991 and spearheaded the faculty committee that developed the innovative MBA program first introduced in 1994. She has long been active in the World Trade Association and is the immediate past president of the state association headquartered in Charlotte. In addition, she has been active as a consultant to various businesses, most recently in the areas of strategic planning and team development.

Prior to joining the Cameron faculty, she was a member of the faculty at Hofstra University in New York and held a variety of analyst and management positions with several corporations over a 15-year period. The next time you are in Cameron Hall, stop by and say hello to Dr. Porterfield and wish her well in her new job.

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Our principal mission and vision is to prepare students to become business leaders in a changing world and to be nationally recognized for responsiveness to the needs of our students and the business community. Learn more about us by visiting our web site, http://www.csb.uncwil.edu

Regional Economy To Grow By $1.2 Billion

In June 1999, the UNCW Cameron School of Business and Coastal Carolina University in Conway, SC, released their updated economic analysis and forecast for the region. They forecasted $1.2 billion of economic growth during the twelve months ended June 30, 2000, for Horry County, SC, and the 11-county southeastern North Carolina area. According to the forecast, the region's economy will grow during the next twelve months by nearly 5% to $27 billion, somewhat better than the rate of growth experienced during the twelve preceding months.

The analysis and forecast were developed under the direction of Dr. Claude Farrell, UNCW professor of economics, Dr. William W. Hall, Jr., UNCW professor of economics and director of Cameron's Economic Development and Forecasting Office, and Dr. Thomas W. Secrest, director of the Center for Economic and Community Development at Coastal Carolina University. County groupings, discussed below, that are used in the analysis and forecast are based on similarities in past economic performance and consider area-wide service centers and trading patterns. Growth rates and amounts exclude any changes that may be attributed to inflation.

The analysis, for the twelve months to June 1999, reflects extremely diverse growth rates within the region. Horry County at 6% and New Hanover, Brunswick and Pender Counties at over 5% starkly contrast these coastal areas with the 1% plus decline in economic activity in the eight interior counties in this region. Likewise, the forecast for the next twelve months to June 2000 reflects even stronger growth rates in the coastal areas with continuing modest declines away from the coast. Both the economic analysis and forecast show the regional coastal areas continuing to benefit from population increases, tourism and related business increases. The inland areas, on the other hand, show the adverse effects of the chaos and change in the economics of animal production and tobacco growing prevalent over the last year or so.

Horry County

Over the twelve months to June 1999, economic activity in Horry County rose 6% to over $8 billion and is forecast to rise another $800 million, or nearly 10% to $8.8 billion over the next twelve months to June 2000. Dr. Secrest noted that "continued strong growth in tourism is a key factor in the current and forecasted growth of economic activity in the county."

New Hanover, Brunswick and Pender Counties

Over the past twelve months, economic activity in these coastal North Carolina counties rose over 5% to $7.1 billion and is forecasted to grow over 7% to $7.6 billion during the next twelve months. Dr. Farrell commented that "tourism and related retail sales were key drivers in growth over the last twelve months." Dr. Hall noted that "despite increased hurricane activity over the last few years, population growth and tourism continue to contribute positively to both current and forecasted growth."

Cumberland, Hoke and Sampson Counties

Over the most recent twelve months, economic activity in this three-county area, centered on Fayetteville, fell for the first time in a number of years by over 1% to $6.6 billion. Further, this decline is projected to continue for the next twelve months with forecasted economic activity falling again by over 1% to around $6.5 billion. These declines are due to sluggish or flat textile and other manufacturing, construction and agricultural sectors and their impacts on retail activity in the region.

Bladen, Columbus, Richmond, Robeson and Scotland Counties

For the past twelve months, economic activity in this five-county area also fell by over 1% to $4 billion. Professors Farrell and Hall commented that "like the other inland counties in the region, economic growth was especially weak in the first six months of 1999, reflecting sluggish conditions in agribusiness, manufacturing and related retail sectors." Economic activity in the five counties is forecasted to be essentially unchanged over the next twelve months.

Editor's note: the recent hurricane and flooding in the region is expected to reduce the forecasted growth outlined above – more in future issues of the newsletter.

Welcome To Our New Faculty

The Cameron School of Business has a number of new faculty and key staff positions this year, both permanent and visiting. With continued enrollment growth, retirements, sabbaticals and resignations, we have 12 additions this year. We are delighted to have a large number of newcomers and hope you will stop by and welcome them the next time you are in Cameron Hall.

H. Wayne Cecil, visiting assistant professor, Accountancy and Business Law. Professor Cecil is a North Carolina native and a Chapel Hill graduate who received his Ph.D. from the University of Kentucky. He is a CPA and has held management positions with a Big 5 CPA firm. He joins us after three years on the faculty at Southern Mississippi.

Shelley D. Coelho, visiting instructor, Accountancy and Business Law. Ms. Coelho is a California native who received a JD at North Carolina Central and an LLM in tax from the University of Florida. She is a member of the North Carolina Bar.

Joe Farinella, assistant professor, Economics and Finance. Professor Farinella is a Chicago native who received his Ph.D. from the University of South Carolina. His prior teaching experience includes Southern Maine and Florida Gulf Coast.

William H. Gwinn, assistant professor, Production and Decision Sciences. Professor Gwinn is a Californian with a 26-year career as a naval officer. In 1979 he received his master's degree in operations research from the U.S. Naval Postgraduate School and in 1999, his Ph.D. in information systems from Texas Tech where he taught for a number of years.

Dale E. Houghtaling, director of technology support. Following a 10-year naval career, Gene Houghtaling held a number of private sector positions, both as a technology consultant and a manager of technology in Washington, DC, the Triangle area of North Carolina and Wilmington. He holds an undergraduate degree from the University of Maryland.

Thomas N. Janicki, assistant professor, Production and Decision Sciences. Professor Janicki is a native of the Pittsburgh area where he attended Carnegie-Mellon and the University of Pittsburgh before receiving his Ph.D. from Kent State. His prior teaching experience includes Kent State, Robert Morris and Indiana University of Pennsylvania. For a number of years, he held positions in strategy and financial planning at PPG.

C. Michele Matherly, assistant professor, Accountancy and Business Law. Professor Matherly is a Virginia native. She joins us from the faculty of the University of Tennessee at Chattanooga and before that Auburn University. She received her Ph.D. from the University of Alabama and is a certified public accountant.

Thomas Porter, assistant professor, Management and Marketing. Professor Porter is a California native who joins us for his first full-time teaching position, having recently received his Ph.D. from Indiana University.

Joel Ryman, assistant professor, Management and Marketing. Professor Ryman is a native of Indiana who joins us for his initial teaching position after receiving a Ph.D. from the University of Tennessee. He received his master's degree from Thunderbird, the American Graduate School of International Management.

William H. Sackley, associate professor, Economics and Finance. Professor Sackley is a California native who joins us from the faculty of the University of Southern Mississippi and before that Central College. He received his Ph.D. from the University of Nebraska at Lincoln.

Peter Schuhmann, assistant professor, Economics and Finance. Professor Schuhmann is a native of New Jersey. He received his undergraduate degree from UNCW. He comes to us from the faculty of the University of Richmond, having previously received his Ph.D. from North Carolina State University.

Rebecca Shortridge, assistant professor, Accountancy and Business Law. Professor Shortridge is an Indiana native who joins us for her first full-time faculty position after receiving her Ph.D. from Michigan State. She is a certified public accountant.

UNCW CAMERON SCHOOL OF BUSINESS 20 YEARS 1978-1998

Winter Newsletter 1999

Insurance Agents Give $50,000 to Cameron School of Business

Independent Insurance Agents of North Carolina (IIANC) - a professional trade association representing over 850 independent insurance agencies across North Carolina - presented a scholarship endowment check for the Cameron School of Business to UNCW Chancellor James R. Leutze in the amount of $50,000. Also attending the presentation were several local independent agents, including UNC Foundation Board members Donald C. Evans and George Chadwick III.

"In the last eight years, UNCW's Cameron School of Business has grown to boast a proud 1,450 undergraduates, of which 80 percent work while attending school. With this scholarship endowment, some of our students will be able to cut back on their hours of work and concentrate more on their studies," said Howard Rockness, dean of the Cameron School of Business. "Not only does this gift represent support for our business program, but it raises the visibility of risk management and insurance as a career opportunity."

Donald C. Evans, member of the board of directors of IIANC and vice president and office manager of Coastal Insurance Agency in Shallotte, presented the scholarship endowment check. "On behalf of our board of directors, members and staff, we are pleased to be able to provide this lasting endowment to the University of North Carolina at Wilmington which contributes so greatly to our state through its support and development of higher education."

Robert F. Bird, executive vice-president of IIANC explained that the funds for the endowment were made possible through the North Carolina Association of Insurance Agents (NCAIA), a wholly owned subsidiary of IIANC. The subsidiary company, utilizing the expertise of member independent agents, helps identify risks and place insurance coverage to protect assets of the state of North Carolina.

At the end of each year, NCAIA, a nonprofit corporation, is charged with dispersing its profits to benefit the people of North Carolina. During the past 20 years, NCAIA has contributed approximately $3 million to benefit North Carolina citizens. Grants are made in four areas: fire and safety projects, education, scholarships and arts endowments.

Shown at the IIANC presentation are (left to right) Robert F. Bird, Donald C. Evans, Howard Rockness and George Chadwick III.

From Dean Rockness

Dean Rockness

First, I would like to take this opportunity, on behalf of our faculty, staff and students, to extend best wishes for a happy and healthy holiday and New Year to each of our alumni, business supporters, parents and special friends.

As regular readers of our newsletter will note, we have a new look for this issue. In place of our traditional logo, we have developed a new 20th anniversary logo for use during this year of celebration. We hope you will be pleased with it and agree that it appropriately captures our desire to make this year very special for all the people involved in making the Cameron School of Business the success story that it is.

I would like to invite you to visit Cameron Hall during our 20th anniversary so that you can experience, firsthand, our culture and programs. In this way, you will better understand why we are increasingly recognized as a quality regional business school.

In our 20th anniversary year, we have much to be thankful for. Our growth over the last 20 years has been steady, and your support has played a vital role. The need for your continued support remains a constant. One area of great need is information technology. To keep pace with employer and student requirements for a total education program, we must expand our information technology infrastructure. We have provided a contribution form on the back of this newsletter and enclosed a business reply envelope for your convenience in making a contribution to the fund of your choice.

We are very grateful to the many businesses, alumni, parents and friends of the school who regularly support us with annual financial contributions, scholarships and endowments. We simply cannot deliver a quality education program without this support. Thank you for your vision and commitment.

Again, best wishes for a prosperous 1999.

20th Anniversary Gala

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Hold This Date:

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May 15, 1999

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(More to come)

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Cameron School's First Internet-Based Business Course Makes Its Debut

George Schell

Dr. George Schell, associate professor of management information systems, created and introduced the first Cameron School of Business course available to students on the Internet in the fall 1998 semester. For the school's first venture into Internet education, Dr. Schell appropriately selected a core course, "Introduction to Management Information Systems," required for all business students. This course introduces the nature, role and implementation of information systems in organizations. It covers the management of information resources, accessing, processing and distributing information across a business. Databases, telecommunications and an overview of computer hardware and software round out the topics covered.

This course made its debut and was immediately selected by over 100 students who could have chosen the more traditional classroom approach to this course. Half of the enrolled students elected a totally Internet-based approach, while the other half selected an Internet-assisted approach. Under the latter approach, students meet occasionally in class with their professor. Both groups, however, are required to take in-class examinations. Additionally, students are required to interact with the instructor and other students via e-mail and electronic forums, and records of such interaction are electronically maintained. To learn more about this course, visit http://www.csb.uncwil.edu/people/schellg/demo.

Dr. Schell believes that courses such as this one provide our business students with an outstanding opportunity to improve their web-based communications skills and better prepares them for success, not just survival, in the business world of today. Further, he sees continued development of web-based core business courses in the near future, to the point where at least one section of each Cameron School of Business core course will be web based.

Alumni, parents of students and members of the business community within reasonable commuting distance of the campus may wish to register as special students and take this course over the Internet. With all that is going on in business use of technology, this survey course should be an excellent opportunity to see how current you are in this ever-changing area. Contact the Registrar's office at 910-962-3125 for information on registration and Dr. Schell by e-mail at schellg@uncwil.edu for information on the minimum computer configuration required for the course.

ALUMNI NOTES

- In the last few months, over 200 alumni have contacted us at our web site to update their alumni information. Thanks for the assistance and show of support. Remember, all you have to do is go to our web page, click on "Alumni News," and click on "Update Your Alumni Information Now." Complete the form and click send.

- Over 100 alumni from the class of 1996 were kind enough to complete and return a survey seeking their views on the effectiveness of the school in preparing students for the work-place. We thank them for taking the time to provide valuable feedback. Oral communications, practical computer skills, critical thinking skills, leadership and career services were areas identified as opportunities for further improvement in preparing our students. These areas were or have now been made components of our continuous improvement program.

Executive Lectures to Focus on Technology

To celebrate Cameron's 20th anniversary, the 1999 executive lecture series will focus on leading-edge technology issues. This series will bring some innovators and leaders in the technology arena to the campus and to the area's business community as we move into the twenty-first century.

Kicking off the series will be W. Christopher Jesse, president and CEO of Tangram Enterprise Solutions, Inc., who will lecture in the Cameron Auditorium at 11 a.m. on Friday, January 8,1999. His lecture will focus on the Y2K (year 2000) problem from the point of view of distributive processing environments and the much overlooked issues still to be confronted by many companies operating in that type of environment. As an industry leader and innovator with over 25 years of experience, Mr. Jesse recently authored "A Journey Through Oz – The Business Leaders' Road Map to Tracking Information Technology Assets." Additionally, he is a dynamic speaker, having crisscrossed the country as a keynote speaker/panelist for many industry events.

In February, we will continue the lecture series with Mr. Ian Craig, president of the Carrier Network Division of Northern Telecom. A long-time executive with Northern Telecom, Mr. Craig has been at the forefront of the revolution in telecommunications. His lecture will focus on the current state of the global telecommunications market and the exciting changes in telecommunications that can be expected in the years ahead.

In early April, we plan to conclude the 20th anniversary executive lecture series when Mr. David Phillips, chairman and CEO of CCC Information Services, joins us to lecture on the subject of revolutionizing business processes through the application of technology to transform products and services while driving up business productivity. Mr. Phillips' current business is doing that today in the auto repair and insurance claims market. Prior to joining CCC Information Services, Mr. Phillips was, for a number of years, an executive with Citicorp where he was instrumental in leading the development of Citicorp's technology-driven credit card business. Today, Citicorp stands as a global leader, both in volume and profitability, of its card-related businesses.

Teaming Up for Success Wherever You Live and Work

On November 18,1998, UNCW Cameron School of Business hosted a live, full-day interactive program, via closed circuit, at the Coastline Convention Center. The theme of this unique program was "teaming up for success wherever you live or work." Stephen Covey, Ken Blanchard and Tom Peters, world-class thinkers and lecturers on this subject, provided their insights and led the interactive discussions. In addition, there was a 75-minute lively exchange between Jack Welch, CEO of GE, and Herb Kelleher, CEO of Southwest Airlines, on their latest insights and strategies for success.

Nearly 400 individuals from companies and institutions throughout the coastal Carolina area attended the program at the Convention Center. Some companies were represented by multiple participants — a team of 40 people came from Corning and 35 came from Carolina Power and Light in Wilmington and Southport. Feedback on the program was very positive and, as a result, we will seek additional opportunities to bring similar programs to the Wilmington and coastal Carolina business community.

Cameron picnic on the University Commons

Cameron Alumni Chapter Launched

To kick off the Cameron School of Business 20th anniversary celebration, a series of events involving our business alumni were held on October 23 and 24. The first day started with the annual UNCW Cape Fear Alumni Golf Classic and concluded with a picnic for faculty, students and alumni on the University Commons and a graduate alumni reunion in downtown Wilmington. October 24 featured a breakfast meeting at the Madeline Suite on campus where alumni got down to the business of launching the alumni chapter. Further meetings were held on November 7 and 17 to move the chapter's development along as quickly as possible.

The first major chapter event will be held as part of the UNCW Alumni Association Annual Homecoming on Saturday, January 30,1999, when the Seahawks take on the University of Richmond at the newly renovated Trask Coliseum. Cameron's 20th anniversary will be the feature presentation at the social event, and our alumni will be specially recognized. Tickets for the events will be $5 for alumni and friends who contribute $250 or more annually, $7 for other alumni and guests and $5 for children, ages 6 to 12. This event fills up fast so be sure to make your reservations today by calling 910-962-2682 or 1-800-596-2880. Be sure to tell them you are a Cameron alumni or friend.

We are grateful to the active alumni who have been extensively involved in the chapter formation to date. They would welcome additional participation in the chapter's activities by interested alumni. To get on board, all you have to do is contact Beth Becka, our director of development, at 910-256-3214 or E-mail her at beckab@uncwil.edu.

David Rockefeller presenting the award to Richard Morrison

Cameron Professor Morrison Wins Prestigious International Executive Service Corps Award

At a recent gala dinner in New York, Richard G. Morrison was honored by the International Executive Service Corps (IESC). David Rockefeller, IESC co-founder, presented the Frank Pace Award to Professor Morrison for helping a start-up Bulgarian pharmaceutical distributor, Sanita Trading Ltd., double its sales in two years to $10 million. The IESC is an organization that recruits retired business executives who volunteer time assisting private enterprises in lesser developed countries and emerging democracies. The IESC completed over 1,100 of these projects during 1997, and Professor Morrison's project was selected for the award. Prior to joining the Cameron faculty as professor of marketing and management, Morrison had a long and successful career as an executive at Eli Lilly and Company.

Mary Gornto and Ronald Isyk Elected to Cameron Executive Board

At its November 2, 1998, regular meeting, the Cameron School of Business Executive Board elected Mary Gornto and Ronald Isyk to the board, bringing its membership to seventeen. Mrs. Gornto is the Wilmington city manager, and Mr. Isyk is a national director for Deloitte & Touche, a global accounting and consulting firm.

The Executive Board regularly meets with Dean Howard Rockness to advise him on issues dealing with the quality of the school's business education and to provide input on trends in business and their impact on the curriculum. In addition, these executives provide wide-ranging support to the business school with internships, job placements and interaction with students and help meet its financial needs. In commenting on the election of Mary Gornto and Ronald Isyk, Dean Rockness said, "We are extremely pleased to have Mary, a public sector business executive, and Ron, a business leader with extensive national experience, on our board. They will help us move our business school to the next level of excellence required to meet the increasingly complex needs of our regional business community."

Mary Gornto is a Wilmington native who has served as Wilmington city manager since 1993, previously being the deputy manager for New Hanover County. She received her undergraduate degree from Sweet Briar College and has done extensive advanced studies at UNC's Institute of Government and the University of Virginia Center for Public Policy. Active in community affairs, she serves on the board of directors for J.W. Murchison Company, Inc.

Ronald Isyk lives in Wilmington but maintains an office in Atlanta where he serves as a national practice director for Deloitte & Touche. Prior to moving to Wilmington five years ago, Ron was a senior financial executive for Sears, Roebuck & Co. at its headquarters in Chicago, Illinois. Ron has been active with the Cameron School of Business as a speaker at various programs, a member of the Department of Accountancy and Business Law Advisory Board, and was instrumental in setting up the Deloitte & Touche recruiting program at the university.

DID YOU KNOW...

- In five years, the undergraduate enrollment at the Cameron School of Business has grown 54% to 1,450.
- Over 12% of the undergraduate students in the Cameron School are from outside the state of North Carolina. The largest contingents come from Virginia (21%), New Jersey (19%), Maryland (18%) and outside the United States (16%).
- Nearly half of the current North Carolina undergraduate students come from outside coastal and southeastern North Carolina. The largest increase in the last five years has been from the Triangle and Charlotte metro areas.
- Even with undergraduate enrollment growing 54% in the last five years, Cameron student average SAT scores have grown 40 points to nearly 1060 – not only more students but students with higher levels of intellectual abilities.

IMF Lending in Emerging Markets Seen as Beneficial

Most observers of the current economic turmoil in emerging markets, such as Russia and many East-Asia countries, have seen and heard much criticism of the International Monetary Fund (IMF) and other worldwide and regional lending agencies. The criticism focuses on the lending agencies' policies and approaches to helping these countries stabilize their economies and ultimately achieve economic growth. Against this background, Dr. Kristin Howell, associate professor of economics, released her research paper on IMF and other lending agencies' impact on growth in Eastern Europe and the Baltics. She recently presented this research at the 1998 Western Economic Conference.

Her research analyzed and evaluated the available economic data from1980 to 1995 for selected East European and Baltic countries. Her report concluded that development financing through the IMF, the World Bank and bilateral and private sources has played a role in affecting the growth potential of these countries where there was consistent lending over the period studied. IMF funds produced positive growth results, while other lenders showed mixed effects on real GNP per capita, an important criteria of success of aid.

The research pointed out the importance of recipient governments being willing and able to put funds to efficient use, a condition that does not always seem to exist in countries such as Russia and Indonesia. In the case of many East European and Baltic countries, a strong focus exists on achieving entry into the European Union (EU) and thus to grow their economies in conformity with European Union requirements. The strong focus on entry into the EU may be quite helpful in creating a positive environment for IMF lending.

ATTENTION ALL CAMERON ALUMNI

It has been three years since we conducted our last alumni records review. We need you to help us update your records. All you have to do is go to our home page on the world wide web (http://www.csb.uncwil.edu), click on "Alumni News," and then click on "Update Your Alumni Information NOW." Complete the blank form, be sure to click on send, and we will take it from there (or drop us a line). Thanks for your help.

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Yes, I want to support UNCW and the Cameron School of Business

Please check one: Alumnus_________ Parent _________ Friend_________

Name ____________________

Address ____________________

____

City____________ State________ Zip ________

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❑ ***Cameron School of Business, General Fund***
❑ ***Department of Accountancy and Business Law, General Fund***
❑ ***Department of Economics and Finance, General Fund***
❑ ***Department of Management and Marketing, General Fund***
❑ ***Department of Production and Decision Sciences, General Fund***
❑ ***UNCW General Fund***

❑ Enclosed is my gift of $_________ made payable to UNCW Foundation.

❑ VISA *CARD No.* ______-______-______-______

❑ MASTERCARD Name on card: ____________________

Expires:_________ Signature: ____________________

This gift will be matched by my or my spouse's employer/company: ____________________

For detailed information on giving opportunities, please contact: Beth Becka (910) 962-3214.

Return to: Cameron School of Business
ATTN: Beth Becka, Development Director
The University of North Carolina at Wilmington
601 South College Road
Wilmington, NC 28403-3297

This gift qualifies as a charitable donation.
Thank you for your consideration and generosity!

Alumni Leader – Malcomb Coley

An old adage goes something like, "Ask a busy person to do an important job and you can be sure it will get done on time and in an outstanding manner." This is a good description of Malcomb Coley, one of our alumni leaders.

Malcomb's involvement with the UNCW Cameron School of Business goes back to the mid-1980's when he was an undergraduate majoring in accounting, a program he successfully completed in December 1986. After a brief hiatus, Malcomb returned to us as a graduate student in the MBA program where he broadened his business horizons, graduating from the program in 1989. Shortly thereafter, Malcomb launched his accounting career with the Raleigh office of Ernst & Young, one of the Big 5 global accounting and consulting firms. Along the way, he completed the examination and was licensed to practice as a CPA. Malcomb has prospered at Ernst & Young, where today he is a senior manager with the firm serving a number of its important clients. In addition to his fast-paced business career, he is involved with professional and community organizations, including Rehab Therapy, Inc., United Way, Wake County Chamber of Commerce, Boys and Girls Club, American Institute and North Carolina Society of CPA's and the National Association of Black Accountants.

For years, when few major CPA firms recruited at Cameron School, Malcomb was active in identifying outstanding Cameron accounting graduates and placing them in rewarding positions with Ernst & Young across the United States. Today, all the major firms recruit here, but Malcomb and his team of Cameron alumni continue to be more successful in getting our best graduates on their team.

In addition to recruiting and being a regular speaker on campus for student groups, Malcomb is very active in raising money for the school. He was instrumental in raising the considerable funds necessary for the Cameron School to apply for and successfully establish its Beta Alpha Psi chapter, the national honorary accounting fraternity. Malcomb annually raises funds for the school from alumni at Ernst & Young and from the firm itself. As important, he continues to provide meaningful input on the school's accounting curriculum as a member of the 15-person advisory board of outside leaders in the CPA profession. Recently, this board elected Malcomb as its chairman.

With a proven track record like this over a number of years, it is easy to see why the Beta Alpha Psi chapter presented Malcomb Coley with its outstanding alumnus award at its annual dinner. We are proud to know and work with Malcomb. Thanks to Malcomb's accomplishments and those of other active alumni, our school is increasingly recognized in the region as a leading business school.

Shown above is Malcomb Coley leading a discussion with a student club on campus.

Twentieth Anniversary Contributor Honor Roll

(from February 1, 1999 to June 30, 1999)

We would like to thank the following alumni, corporations, parents of students, faculty and staff who made contributions to the Cameron School of Business from February 1, 1999, to the end of the school's twentieth anniversary year on June 30, 1999. In the spring 1999 issue of our newsletter, we listed and thanked all those who made contributions from July 1, 1998, to January 31, 1999. All those who made contributions during this anniversary year will be listed in a final honor roll that will be framed and hung in Cameron Hall in memory of your support during this important year in Cameron's history. We are especially pleased to report that the 1998/99 academic year is a record year in terms of contributions to the school.

Alumni

Kelly Adams '88
Jeffrey Anderson '90
Wallace Ashley III '82
Shannon Badgett '96
William Bailey, Jr. '95
James Barnes III '85
Michael Barron '97
Paige Benson '88
Cindy Bevill '88
Frederick Bey III '98
James Bongiorno '94
Carol '83 and Buddy Bonham
Sidney Bradsher, Jr. '90
Lisa Braun '90
Karla Brown '89
Shane Buckner '98
Christopher Bunch '98
Lillian Burgess '90
Shawna Butler '92
Nathan Cannady '94
John Causey '85
Brian Coghill '95, '96
Heather Coghill '96
Malcomb Coley '86, '89
Dave Compere '84
John Cook '97
Sandra Cook '78
Katherine Cottle '93
Andy Craven '90
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– continued on back page

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continued from previous page

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continued from front page

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Mr. Johnston has been a member of the NYSE for over 35 years. Prior to becoming the NYSE president in 1996, he held a number of senior positions with La Branche & Co., a leading NYSE specialist firm. As president of the NYSE, he is currently focused on international expansion, conversion of pricing to the decimal system, technology innovation to increase efficiency of market professionals and maintenance of the best, deepest, most liquid trading market.

Mr. Johnston is active in community affairs, including serving as a trustee of Washington and Lee University and a director of the Cancer Research Treatment Fund, the National organization of Investment Professionals and the NYSE Foundation.

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